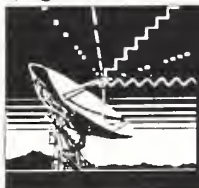


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Broadcasters Letter

United States Department of Agriculture • Office of Communications • Washington, DC 20250-1300

Letter No. 2735

October 13, 1995

DIRECTOR OF NATIONAL APPEALS DIVISION APPOINTED -- Agriculture Secretary Dan Glickman announced (October 10) that Norman G. Cooper has been appointed as director of the U.S. Department of Agriculture's National Appeals Division. Glickman said, "Norman Cooper brings an extensive legal background to USDA which will benefit the public by providing a professional and independent review of USDA decisions." The National Appeals Division is an independent agency which reports to the Office of the Secretary. It was created as part of USDA's October 1994 reorganization and is responsible for administrative appeals of decisions within certain USDA program agencies. Before joining USDA, Cooper served since 1992 as assistant general counsel with the Department of Veterans Affairs, representing the Secretary of Veterans Affairs before the U.S. Court of Veterans Appeals. **Contact: Martha Cashion (202) 720-3310.**

USDA INTENDS NOT TO REQUIRE ARP FOR '96 FEED GRAIN -- Agriculture Secretary Dan Glickman announced (October 6) that he intends not to require feed grain producers participating in the 1996 feed grain program to idle land. Official announcement of the provisions of the 1996 feed grain program cannot be made until new farm legislation is passed. USDA expects a continued tight supply/demand situation. Because the authority to implement a feed grain program similar to the present program expires with the 1995 crops, this announcement is made to provide producers with an indication of what the 1996 feed grain acreage reduction program (ARP) requirements might be, assuming the reauthorization of current authority. **Contact: Bruce Merkle (202) 720-8206.**

REFUNDS OF CROP ADVANCE DEFICIENCY PAYMENTS DUE -- Agriculture Secretary Dan Glickman announced (October 5) that producers owing repayment of advance deficiency payments they received for the 1995 crops of wheat, barley, oats, upland cotton, corn, rice and grain sorghum will be offered various repayment-plan options to help them avoid undue financial hardships. Refunds will also be due if the final deficiency payment rate for a crop is less than the advance rate. Notices of refunds due for failure or inability to meet program planting requirements will be sent to producers in early October. Final deficiency payment rates will not be calculated until the end of the marketing year for the pertinent crops. **Contact: Bruce Merkle (202) 720-8206.**

USDA ASSISTS HURRICANE VICTIMS -- Agriculture Secretary Dan Glickman announced (October 6) that the USDA has dispatched disaster assistance teams to Alabama and Florida to assist Federal Emergency Management Agency and local officials in the recovery efforts in the aftermath of Hurricane Opal. Direct impacts on agriculture are being assessed on an ongoing basis. **Contact: Johna Pierce (202) 720-4623.**

U.S. WINE EXPORTS CLIMB -- U.S. wines are capturing a growing share of increasingly competitive world markets. Deputy Agriculture Secretary Richard Rominger said, "In the August 1994-July 1995 marketing year, the value of U.S. wine exports increased 15 percent from the previous season to \$209.7 million." The value of U.S. exports continued to increase, boosted by the shift in sales toward higher priced varietal wines and a broadening of the U.S. export base. U.S. wines are now being sold in more than 100 countries. In the three leading markets for U.S. wine, export value in 1994/95 increased 9 percent to Canada, 42 percent to the United Kingdom, and 29 percent to Japan. These three countries accounted for 62 percent of total U.S. export value and 57 percent of total volume. United States is the world's fourth largest wine producer, after Italy, France, and Spain, and ranks among the top 10 wine exporters. California is the largest producing state, accounting for an estimated 92 percent of U.S. exports by value. **Contact: Ross Kreamer (202) 720-9903.**

LAKE GETTING CLEAN WATER -- USDA's Agricultural Research Service researchers show that lakes polluted by farmland runoff can get a new lease on life. For more than a decade, they tracked pollution in Arkansas' Lake Chicot. Lake Chicot is surrounded 360 square miles of cotton, soybeans, and rice. The ARS study examined how excess farm chemicals, suspended sediment, and other pollutants washing into the lake could harm water quality. In 1985, the scientists arrived at a solution, in cooperation with the U.S. Army Corps of Engineers. This included diverting storm water around the lake and channeling cleaner water into it. Water quality improved, rejuvenating the lake's recreation and fisheries. **Contact: Charlie Cooper (601) 232-2900.**

ORANGE PRODUCTION UP SINCE LAST SEASON -- All orange production for 1995-96 is expected to be the second largest crop on record, at 11.7 million tons, up slightly from last season. Florida production amounts to 202 million boxes, 2 percent below last season but 16 percent above two years ago. This output will rank as the third largest crop on record. Early and mid-season varieties are expected to produce a record high of 122 million boxes, 2 percent above last year. The Valencia forecast is 80 million boxes, 7 percent below a year ago. California all orange production is set at 66 million boxes, 8 percent more than last season. The navel orange forecast was unchanged from September at 38 million boxes. The initial California Valencia forecast is 28 million boxes, 8 percent more than last season. **Contact: John Witzig (202) 720-2127.**

CORN AND SOYBEAN PRODUCTION DOWN -- Corn production is forecast at 7.54 billion bushels, down 25 percent from its record high 1994 production of 10.1 billion bushels. Acreage for harvest for grain is estimated at 64.7 million acres, the same as last month. The late planting in Illinois, Indiana, Iowa, and Nebraska, coupled with the early freeze, reduced yield prospects from the September 1 forecast. Soybean production is forecast at 2.19 billion bushels, down 13 percent below 1994. Dry conditions in late August and September and the early frost resulted in a lower yield. **Contact: John Witzig (202) 720-2127.**

FAX -- For radio and TV programming information and the **Broadcasters Letter** through our facsimile machine, call USDA's AgNewsFax. Use the telephone connected to your FAX machine to call **(202) 690-3944**. At voice prompts press 1, press 4, then to receive **Broadcasters Letter**, press 920000; radio newslines information, press 9250, TV contents billboard, press 9260, TV scripts, press 9270. After all your selections, then press #, press 3, and press the **start** button on your FAX machine.

EDITED BY LESLIE PARKER

FROM OUR RADIO SERVICE

AGRICULTURE USA# 2002 -- This program takes a look at how many and varied programs are covered by the Department of Agriculture and how this bureaucracy "touches your life." **(Weekly cassette -- five minute documentary).**

CONSUMER TIME #1481 -- Eat that Jack-o-Lantern. Night creatures. In search of the Jack-O-Lantern. USDA touches your life. Food Safety forum to convene in Washington. **(Weekly cassette -- consumer features)**

AGRITAPE # 1994 -- Proposed budget cuts to impact rural America. NAFTA creates U.S. jobs. Crop price prospects getting better. More trouble for cotton. Local Farm Service Agency Committee elections upcoming. **(Weekly cassette -- news features).**

UPCOMING ON THE USDA RADIO NEWSLINE -- Monday, October 23, U.S. trade outlook; livestock, dairy and poultry outlook; Tuesday, October 24, weekly weather and crop outlook; Wednesday, October 25, former USSR update. **These are USDA reports we know about in advance. Our newslines carries many stories every day which not listed in this lineup.**

USDA RADIO NEWSLINES (202) 488-8358 or 8359.

COMREX ENCODED (202) 720-2545

Material changed at 5:00 p.m., ET, each working day and 10:30 a.m. on crop report days.

FROM OUR TELEVISION SERVICE

FEATURES: Eric Parsons reports on FSA County Committee Elections. Debbie Janifer reports on improving USDA commodities in an interview with Ellen Haas, Under Secretary for USDA's Food and Consumer Services.

ACTUALITIES: Secretary of Agriculture Dan Glickman talks about impact of proposed budget cuts on rural America. White House Chief of Staff Leon Panetta also comments on proposed budget cuts. USDA Chief Economist Keith Collins discusses rural issues.

SATELLITE COORDINATES FOR TV NEWSFEEDS: Thursdays at 3:45-4:00 p.m. ET on Telstar 303, Transponder 5H(horizontal), Channel 10, Downlink Frequency 3900 MHz, Audio, 6.2/6.8.

Comments and suggestions are welcome regarding USDA broadcast services. Call Larry Quinn, (202)720-6072, or write to: Room 1618-S, USDA, Washington, D.C. 20250-1300.

OFF MIKE

DESPITE WEATHER...and insect damage, corn and soybean yields in northwest Iowa are 10 bushels per acre above the state average from early harvesting that's been underway for about 10 days. reports **Al Grigg** (KICD, Spencer, IA). Al says their area will see severe loss from corn borer infestations, and they're not sure what effect an early frost will have on late-harvested soybeans. Severe heat and frost effects were lessened by good moisture for crops throughout the growing season.

FARM NEWS...time on-the-air will double soon at WCUB in Manitowoc, WI, reports **Lori Struve** who became their farm director last June. She will be adding nine new programs per week which will include early and late farm newscasts and several market news reports. Lori formed a farmer advisory panel for her station, and they confirmed her notion that market news was needed. Lori says harvest is in full swing. Damage from corn borer may exceed that of early frost in her area.

A BARN STUDIO...is the new home for farm news services that **Ron Powers** (Roanoke, IN) will begin on October 23 for radio stations in northeast Indiana and northwest Ohio through his "Our Farm Network." Ron's partner will be **David Kohli** who is a commodity analyst and has been on the air with Ron at WOWO in Ft. Wayne, IN. Ron's new phone number is (219) 672-8339.

TV FEATURE...that we produced recently on "Fantesk" generated a call from former farmer, **Ron Freihammer**, of St. Cloud, MN. Ron saw our TV feature on "Ag Day." He wanted more information about the USDA research product, "Fantesk," which is a versatile mixture of oil, starch and water that can be used in everything from fiberboard to lowfat ice cream. Now that his family has given up the farm after 87 years in dairy and cattle, Ron is in the construction business and is a local leader in recycling and waste disposal. He's looking for new ways to use or reuse farm materials. We referred him to USDA's Alternative Agricultural Research & Commercialization (or AARC) Center for ideas. Their number is (202) 690-1633.

Larry A. Quinn

LARRY A. QUINN, Director

Video, Teleconference and Radio Center



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